



**Corporate**



<http://dajcie.piwko.pl/Central%20Park/Central.html.htm>

**Park**



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**Design**

# Corporate Park Design

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## Table of Contents

Abstract .....	1
Introduction .....	2
Literature Review / Cast Studies .....	4
Project Site and History .....	14
Site Setting .....	16
Goals and Objectives .....	19
Design Program .....	20
Site Context .....	21
Site Analysis .....	28
Design Process .....	31
Concepts .....	33
Concept 1 .....	35
Concept 2 .....	39
Master Plan .....	43
Conclusion .....	54

## **Abstract:**

With today's busy lifestyle many people do not have the time to take a relaxing walk in a park and escape the rush of the business world. Over the years the design world has begun to notice this, and have begun to implement stress relieving landscapes, and design parks for the corporate world, rather than having those in the business world take the time to go to a park. Parks are not only pleasing to the eye but also have a psychological, calming affect on people. Environmental psychologists Rachel and Stephen Kaplan claim that "peace, quiet, fascination, the chance to share with others and to do what one wishes are deeply important to human beings" (Tate, 2001, p.194). A well designed landscape provides people with this opportunity and to escape to a peaceful, quiet space, that also provide and environment that encourages social interaction, and the development of friendships.

Recently, the realization for the need of relaxing, stress free environments at a workplace has lead to a trend in landscape design that has resulted in companies beginning to implement creative, relaxing landscapes into the workplace. Many times, corporate parks are designed in a very contemporary manner using a wide variety of materials and geometries in their design layout. I feel that these corporate parks best illustrate the many facets in which landscapes can affect both people and the environment. Landscapes are no longer just aesthetically pleasing open spaces. They are psychologically calming, sustainable , and provide spaces where people can come together for social interaction.

It is my goal to design a corporate park that brings all of these characteristics together into one harmonious landscape for people to interact with. I have chosen to design this park in Indianapolis, Indiana in a neighborhood that is currently attempting to become a more commercially successful area. The location of this park provides for optimum use by being close to an interstate highway and the downtown area. By designing a park which benefits not only the neighborhood, but also creates an enjoyable space for employees within the park, it will serve as a model business development for the city of Indianapolis, and the entire corporate world.

## **Introduction:**

Throughout the years I have spent studying landscape architecture I have always been intrigued by the correlation between architecture and landscape architecture. A designer that can bring these two worlds together into one cohesive design has, in my mind, achieved the ultimate design goal. It is for this very reason that I have chosen to design a corporate park. Here, architects design a variety of buildings that are laid out in a landscape that benefits the users by creating a calming environment. The hardscapes and softscapes interact together to create something that cannot be experienced anywhere else. Where else will one find the ever expanding, unstoppable progression of building development placed within a landscape that is ecologically beneficial, psychologically calming, and is aesthetically pleasing not only to those working in the park, but also the everyday passer by. I wish to develop a corporate park that will benefit the surrounding community it is placed in, as well as the companies who develop in the park, and the employees who will be working there.

I chose a site in Indianapolis primarily because I am from there and feel comfortable with the area, having lived in the city for about ten years. Most of the small commercial developments in Indianapolis consist of a strip malls and parking lots. There is no consideration for the social health of the employees, aesthetics, or the affect that these designs will have on the surrounding environment. I will address these issues by creating a corporate park that will serve as a model design for corporate/commercial development within and around the city of Indianapolis.

My site, Enterprise Park, it is located in a part of the city that has struggled with crime and prostitution and become somewhat of an eye sore in the city of Indianapolis. When learning of the crime that was so rampant in the area the first issue I was concerned with was that of safety in the park. During a meeting with Mr. Gootee, who is responsible for bringing businesses to the park and is employed by the Urban Enterprise Association, I asked him how he dealt with the issue of safety and promoted the geographical placement of the park. The key point that he stressed was *perception*, how someone perceives the park determines whether or not they will pursue developing here. If one sees streets in the park lined with trees, and ponds placed amid open grassy areas, they immediately feel as if they are in a safer place than in a strip mall parking lot, lined with dying shrubs, and trash blowing around. When this feeling, perception, of safety is experienced in the park, it will be much easier to attract business to the area. People must realize that crime is

just within the last year there was a shooting in Carmel, Indiana. A city where many people feel safe and never dream of such a thing happening. Crime is currently on the decline around my site, and the community and city are working together to improve its tarnished reputation.

In actuality it is estimated that it will take about five more years to populate this park. Over the past two years only three new developments have come to Enterprise Park. The reason for such slow development is that the Urban Enterprise Association, UEA, wants to bring quality jobs and businesses to the community, and create jobs that allow people to move up in the world in a professional environment. If this area was opened up to heavy industrial development it would be filled to capacity in a matter of weeks. This is the very problem that Indianapolis is facing, every development is either industrial, or a strip mall. Also, entrepreneurial businesses are encouraged to develop here to get the community involved in the park, and create a sense of pride in the surrounding residents. Three factors which the UEA is stressing for those planning to move to this park are as follows:

1. The businesses must be involved in the community
2. The businesses must be leaders in the community
3. The businesses must create jobs for the community

UEA feels that an important type of developments to bring in here are MBEs, or Minority Business Enterprises. To better suite this type of development it would better serve them to use modular style buildings that are easy to expand on, and to design some smaller buildings to keep the rent and maintenance costs as low as possible. The questionnaire required for prospective purchasers to fill out actually asks if the businesses are MBE certified, how many new jobs the company will bring to the area, what the average salary is, and the number of employees already held. It is important to keep the community first in designing this site.

Now why is this site a prime area for development? Three words...location, location, location. This may come as somewhat of a shock after learning what state the community is coming out of, but in point of fact, the location, when considering the entire city of Indianapolis, is prime. The interstate is easily accessible, and there is convenient access to various forms of transportation such as railroad and airplane. Enterprise Park is centrally located in the city, and is easily visible from Keystone Avenue, and Interstate 70, two arterial streets in Indianapolis. Also, being located in Indiana, *“The Crossroads of America”*, provides the companies here with easy access to “five major interstate highways...and 65% of the country’s population” (Indy Partnership ).

## **Literature Review/ Case Studies:**

When first considering designing a corporate park I wanted to research what it is that a successful public park has that interests the people that visit. By successful, I mean a park that over the years has not lost the interest of the native residents, but also captures the interest of the new comers to the area, and makes him or her want to return to the space. Previously this year I went on a field trip to New York City and I was able to see a wide variety of parks in an urban setting, ranging from small pocket parks such as Green Acre and Paly Park, to the great Central Park. I began to research these parks, and see just what it was that kept New Yorkers coming back to them.

### *Green Acre Park:*

Green Acre Park is located in New York city on 51<sup>st</sup> Street between second and third Avenue. This park was designed by world renown landscape architect Hideo Sasaki, former chairman of the Harvard Landscape Architecture Department, and was built in 1971 by the Green Acre Foundation. This park is such a success because of the six basic requirements which a successful public space must consist of:

1. Located in a place which is busy enough to provide a steady stream of visitors, and has good views into the park from the street
2. Food is provided within the park
3. The chairs and tables are movable so that people can create their own space to interact with and be comfortable
4. A twenty-five foot tall water fall that drowns out most of the sounds of the city and cars driving by, but at the same time invokes a sense of peace, and privacy
5. A tree canopy provided by a basque of thornless honey locusts provides just enough shade in the hot summers to provide cooling shade, but allow enough sunlight through to create a playful random pattern of sunlight on the brick pavers
6. Also, the space is able to be experienced year round, with the use of overhead heat lamps that can be turned on during the winter months ([www.pps.org](http://www.pps.org))



What intrigued me the most about the park is the amount of space that you see when walking into the park. In front of you is a crashing waterfall, the tree canopy moves back and forth with the breezes and serves as a perch for singing birds, and several tables and chairs provide a comfortable seating area. However, this is just one of three spaces which visitors get the chance to enjoy in the park. The primary seating area is in the center of the park and is about twenty feet wide and forty feet deep. Along the west edge of the park is another sitting area with chairs, tables, and a pergola over it that sits about three feet higher than the center space, and is surrounded by a variety of rich green vegetation. On the opposite, eastern, side of the park is a pathway that leads down to a small, sunken sitting area that is invisible to those walking into the park. Here, one can sit at a table by the waterfall in a small ten foot by twenty foot space that is also surrounded with dense vegetation.



Central Seating area.: elevated seating to the right, and sunken seating by waterfall.

What I appreciated most about the site was the way in which a sense of curiosity was created by playing with different views. When sitting in the central space one can see 52<sup>nd</sup> Street to the south, and the waterfall on the north side framed by vegetation, creating a small but picturesque landscape. Standing in this space I began to wonder what was under the pergola beside me, and where the path on the east side of the park led too. One cannot help but desire to explore the site for all that it is worth, and sit in each space to experience the various environments created. Walking to each space has the feeling of entering a different room within a house, and leaves behind the bustle of the busy New York streets and sidewalks not forty feet away. This case study applies to my design because it shows how I can create several interesting, intimate spaces within a very small place. In studying this style of design I would be able to implement areas similar to this around buildings, creating calming landscapes, for employees to enjoy. [www.pps.org](http://www.pps.org)

Elevated Seating Area: The picture on the previous page displays the central seating area that this elevated patio looks out over. As you can see this is a little more intimate setting with only enough room for a couple of tables, the roof brings down the scale to a personal level, and the surrounding vegetation cuts off the feeling up being



Sunken Seating Area: This isolated space is the most intimate space in the park, containing only two tables, and a bench along the planter. This space is completely out of site to those entering the park. If you refer the picture on the previous picture, this area is directly behind the planter seen in the background. Sitting in this space completely removes one from the bustling New York streets and sidewalks.



### *Paley Park:*

Paley Park is located in Manhattan, New York on the north side of 53<sup>rd</sup> Street between Fifth and Madison Avenue. This park was originally designed in 1967 by Robert Zion, and followed up by William Paley. As I mentioned before this park contains the same six basic ingredients that make a successful outdoor public space.

1. Good location that is easily accessible
2. Kiosks containing vending machines and a café
3. Movable chairs and tables
4. A twenty foot tall water fall

Shade provided by thornless honey locusts creates playful shadows on the ground on sunny days. I am not sure whether or not the lamps in this park are heat lamps, but I am almost positive they are, which helps create an enjoyable space during colder times.

This park is the quintessential model of simplicity, it is said to be “one of Manhattan’s treasures, a masterpiece of urbanity and grace...memorable because it makes no effort to be so” (Tate, 2001, p. 3). The entire park is open to viewing from the street. However, the trees, which are spaced about twelve feet apart, create the feeling of being in a wooded lot.

This entire park has a much more rugged feel than Green Acre Park. The brick paver floors, are bordered by a stone planter containing mostly ivy which creeps up the rocky walls on the east and west sides of the park. A small splash of color in the park is provided by flowers placed in planters at the base of the trees. In this park I felt as if I was in the entry room of a large house. The scenery is fairly plain yet inviting, there are no plants to crowd you, the canopy is set high above you, and one can take in the entire layout of the park in a single glance. Two words to describe this park are bold and simple. The design is suited



Looking into Paley park from 53rd Street

[www.pps.org](http://www.pps.org)

more towards adults, and this feature can be used within my park to create a space that looks nice, but has the feel of belonging to the business people working within the corporate community, and not someone who is just visiting.

Simplicity in Design: Here, standing by the waterfall, and looking back through the park one can see the simplicity in the design. Movable tables are scattered throughout the pavers under a canopy of trees. Seating walls along the exterior of the seating area provide additional seating for those that feel uncomfortable sitting in the middle of the space, and allow them to touch the English Ivy growing on the stone walls.



[www.pps.org](http://www.pps.org)



[www.pps.org](http://www.pps.org)

Kiosks: Shown here is the kiosk in the park which offers food for those in the park. By tucking this back in the corner it doesn't attract guests off the street and in a hurry, only those that take time to enter the park and enjoy the space. This helps in creating the personal, intimate feeling in the park.

### *Central Park:*

When analyzing this historic park I didn't want to get tangled up in every detail of the park, but see how intimate spaces, trails, woods, pastoral, and picturesque designs were culminated into one cohesive design plan. The reason for this is that in some way, within my corporate park, I want to have these vary design elements and create the same smooth transition between the intimate and open spaces and pastoral and picturesque landscapes.

Central Park was designed by Calver Bowyer Vaux and Frederick Law Olmsted in the mid-1800s. The center piece of this park is an one hundred and seven acre reservoir that separates the heavily wooded, picturesque landscape of the northern half, from the open, pastoral design of the southern end of the park. This park serves as a natural place where workers can escape the noisy urban life which surrounds them. When walking through Central Park one forgets that they are in the largest urban city in the country, and can relax in an area free from the sound of cars and the rush of city life. Heavily planted berms along the exterior of the park create this sense of separation from the city, and block views of the buildings, aside from the skyscrapers that stretch out above the surrounding tree canopy.

There are several nodes throughout the park, the most popular of which are the Untermyer Fountain, the Angel of Waters sculpture, and the Belvedere/Vista rock. Around these nodal areas are the small, more heavily populated "pocket parks" within the overall plan of the park. In all actuality one can create their own intimate spot by merely sitting down in a soft patch of grass and read a book, or take a nap.

To navigate through this massive eight hundred and forty-three acre park there is a complex set of trails and roads. Segregated pathways throughout the park allow for carriages, pedestrian, bikes, and, at times, cars to comfortably share the entire site under a canopy of large shade trees that line the paths and roadways. To create a natural feeling, some of the trails for pedestrians and bikes are not paved at all, but are simply dirt pathways. I do not want a feeling this natural within my corporate park, but I do want to comfortably, yet clearly delineate between the various forms of transportation throughout the park. I want people within my corporate community to feel comfortable in Enterprise Park whether they are riding a bike, walking, or driving.



Picturesque: This picture was taken from the northern, more rugged, and natural landscape. Here, the vegetation frames views throughout the park, and gives a more personal small scale feeling.



[www.pps.org](http://www.pps.org)

Pastoral: Shown here on the southern side of Central Park is the complete opposite of the small scale personal landscape. Here open fields allow for visitors to the park to play games, and interact with each other on a much larger scale.

### *Corporate Park Case Studies:*

After studying these parks and seeing how they can serve as outdoor rooms, and successful public spaces, I began looking at corporate landscapes. Within these corporate landscapes I wanted to see how the landscapes around the building interacted with the building itself, the roadways, and parking lots. Both of the case studies I looked at were sustainable designs. I mentioned before that more and more landscapes are becoming much more than just aesthetically pleasing designs but also benefit their surrounding environment., and being a sustainable development is becoming a primary element in landscape architecture.

### *Automated Trading Desk Technologies:*

This corporate park covers a total of twenty-three acres, and is located in Mount Pleasant, South Carolina. I chose this site as a case study because of the modern, edgy design, done by landscape architecture firms Nelson Byrd Woltz of Charlottesville, Virginia, and Seamon, Whiteside & Associates of Mount Pleasant, South Carolina. Throughout this sustainable landscape stormwater gardens and ponds are used extensively. Water runoff that does not percolate into the soil through the porous pavers drains into vegetated bioswales where a large amount of the pollutants are removed from the water as it percolates into the ground. Any water that does not soak into the ground whether via the porous pavers or bioswales, is stored in an onsite retention pond. Shown in this picture is an example of one of the many ways the landscape architects and architects worked together to create new and interesting ,contemporary design solutions to direct water away from the building and to the ponds and bioswales, and help tie the building to the landscape.



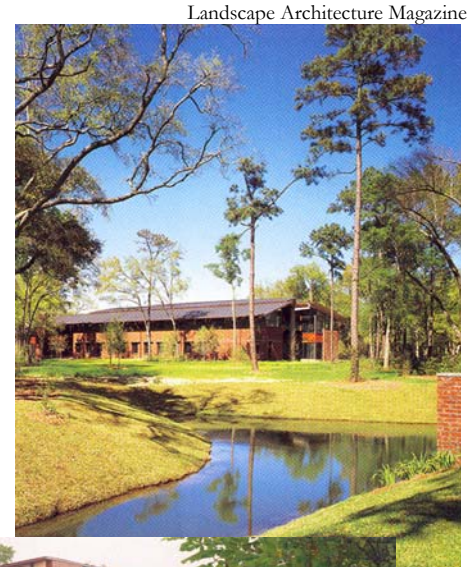
Landscape Architecture Magazine

Native vegetation is used throughout the entire park, and various planting types are grouped together to create a winter garden on the north side of the park, an autumn garden to the northwest, summer gardens to the south, and a spring garden on the southeast side. Also, there are several acres of meadow grasses spread throughout the park, to decrease the amount of maintenance that would be required with turf.

With this headquarters dealing with exchanging about eighty million shares of stock a day, it was imperative that the landscape be calming, encourage social interaction, and be stress-free. Windows along the building help bring the landscape indoors, also, the lines of the building stretch out into the landscape connecting the natural land with the architectonic lines of the seventy thousand square foot building. Large shade tree affected the placement and shape of the building on the park site, adding to the natural feeling of the park. It can be seen in the pictures here that the building is indeed set in a very naturalistic environment.

There is a single road running through the park from the nearby highway to the parking lot. Automobile and pedestrian corridors are clearly marked and separated through the use of different plant types and paver materials. Using vegetation to separate these two modes of transportation creates a soft barrier between the car and pedestrian, creating an aesthetically pleasing yet functional design feature.

My site, unlike this park, will contain more than one building, but I hope to achieve some of the same design features as used here. The primary aspects of this park which I wish to incorporate in my design are the storage of drainage in onsite ponds, using vegetation to separate pedestrian from automobile corridors, and placing the building around large tree to create the affect of the buildings being placed in a mature, naturalistic landscape.



Landscape Architecture Magazine



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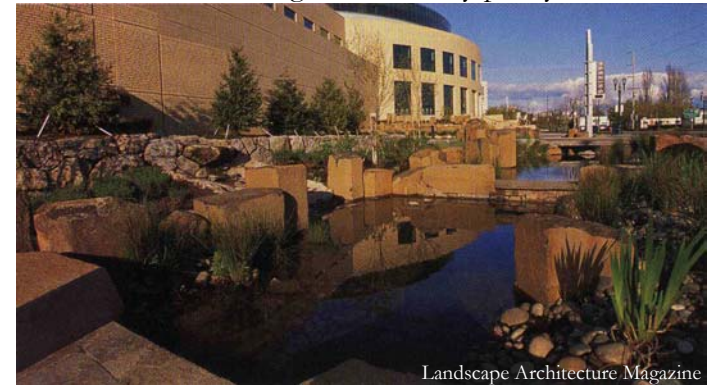
### *Oregon Convention Center:*

This second corporate landscape I looked at is not a park, but it contains a landscape element which intrigued me. The Oregon Convention Center is located in Portland, Oregon and was designed by local landscape architects Mayer / Reed. Here, Mayer / Reed designed a rainwater garden that receives all of the runoff from the convention center's entire five and a half acre roof. The water is



deposited into the three hundred and eighteen foot waterway into the first of a series of eighteen inch deep pools. Along the bottom of the waterway are a series of rocks and boulders allowing the water to percolate into the soil. Grasses along the waterway purify the water and remove a large amount of the pollutants it contains. The entire waterway is compromised of various types of Pacific Northwest stones, this way when the stream is dry it serves as a rock garden.

The one problem that Tom Lipton, ASLA, of the Portland Bureau of Environmental Services saw with this design was the ration of plants to stone, and whether or not the waterway was really purifying the water as much as was being presumed. This problem could be easily solved if I choose to implement this design element into my corporate park. Also, I would want to incorporate some sort of bench for people to site on and experience the landscape, rather than just walking by.



After studying both public parks and corporate parks as separate entities, I can now look at how to bring the two fields together into one cohesive landscape, and create an ecologically beneficial landscape that is aesthetically pleasing, and functional for the corporations within the park.

Creating a corporate park as a sustainable development is something that is important to me, but can also be somewhat of a financial set back, but it will better preserve our world for future generations. Doctor Philip Lawn, Author of Towards Sustainable Development expounds upon this financial debacle stating that “ecological economics is a transdisciplinary paradigm that seeks to integrate the study and management of nature’s household (the ecosphere) and humankind’s household (the macroeconomy) (Lawn, 2001, p. 3). As responsible designers landscape architects must preserve whatever renewable, naturalistic capital that we can (Lawn, 2001, p.55). This is what I will achieve in the design of Enterprise Park.

## **Project Site and History:**

Keystone Enterprise Park is a sixty-two acre piece of land located on the southeast side of Indianapolis, Indiana at the I-70 and Keystone interchange. The downtown area is only a ten minute drive away, and the Indianapolis International Airport is only fifteen minutes away, making Enterprise Park a prime location for commercial development.

The city of Indianapolis purchased this land and the ninety homes on it from the community in May of 1995. When this land was obtained by the city it was primarily a wooded area that served as a haven for criminals and drug dealers. This part of history of the site serves as somewhat of a detriment when it comes to bringing new developments to the area. People want to feel safe when going to and from work, and creating a safe working environment is a key issue which I wish to address in my design.

Upon purchasing this site, the city promised the people living here that they would help them relocate and find new homes. In return, Indianapolis would develop the land, and create a source of financial income for the community, provide jobs for those living in the area, and provide amenities for the surrounding residence. The Mayor broke ground in 2002 and the process of bringing in new commercial developments began. Over the past three years only two new lots have been developed. The reason the development process of this site has taken so long is because of the quality of business that the city desires to put here. Developers do not want to just throw in industrial buildings and smoke stacks, but want to implement a wide variety of land uses throughout the park. Land uses including everything from business offices and retail, to hotels and restaurants, which the people will be able to use.

Here are some demographics of within a five mile radius of Enterprise Park:

- Average Income: \$46,680
- Average Age: 35
- Households: 117,526
- Population: 285,913  
(Indy Partnership)

The information shown proves that there is an available workforce for future commercial developments to pull from, and also provides supporting evidence that a business park in this area has a high possibility of becoming a thriving, financially beneficial development.

Enterprise Park is zoned C-S (Section 2.09 C-S Special Commercial District Regulations) ([www.indygov.org](http://www.indygov.org)). The purpose of this zoning district is:

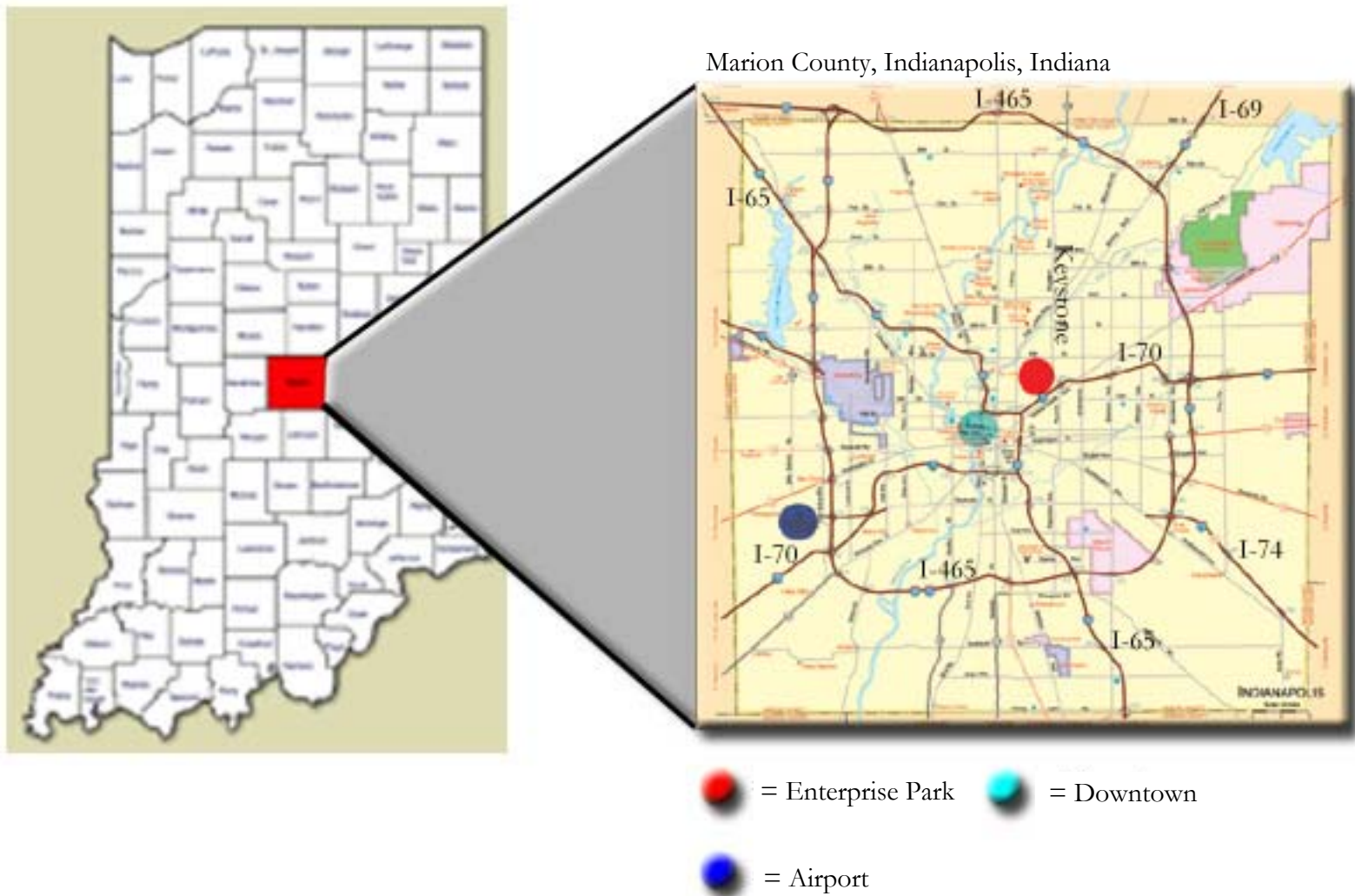
1. To encourage a more creative approach to land planning.
2. To provide a use of land with high functional value.
3. To assure compatibility of land uses.
4. To permit special consideration of property with outstanding features such as historical, architectural, social significance, etc..
5. Provide maximum adaptability and flexibility in zoning and development controls.

This zoning ordinance is usually used in areas in which the city is attempting to encourage economic growth. With this form of zoning a wide variety of land uses can be implemented into the park.

The following page illustrates, exactly where Keystone Enterprise Park is located, and how it fits into the context of the city. As you will see this park has a prime geographic location. And has a great possibility of becoming a focal point in the future of Indianapolis development.

## Site Setting:

### *Location Map:*



*Aerial Photo:*



Outlined here is the entire 62 acre site of Keystone Enterprise Park. I was unable to obtain a more recent aerial photo, this one is a little over two years old. The bird's eye view on the following page shows how the site is today.



*Bird's Eye View:*



## **Goals and Objectives:**

1. To create a safe environment
  - This will be achieved by using lighting in the parking lots, and along the streets and trails throughout the park.
2. To encourage social interaction among those within the community
  - A walking/jogging path throughout the park will provide a place for co-workers to walk together and talk with each other.
3. Be ecologically beneficial
  - Porous paving materials on the rails and parking lots, and a rainwater garden will be used to allow rainwater runoff to percolate into the ground and decrease the amount of gray water runoff from the park.
4. To provide industrial developments with easy access to the railroad
  - A shipping and receiving hub will be placed by the railroad, and will have an access road to those buildings that will be receiving regular shipments.
5. To provide aesthetically pleasing views for those within working in office buildings
  - A wide variety of vegetation will be used through out the park to create aesthetically pleasing viewsheds throughout the park, and decrease noise pollution. Also, by creating longer viewsheds people can easily see through the park, and create a feeling of safety when they are walking through the site.
6. To reduce automobile traffic in the interior of the park as much as possible
  - In order to decrease the amount of traffic in the interior of the park stores that will attract the most “impulse” traffic will placed towards the exterior of the park.

## **Design Program:**

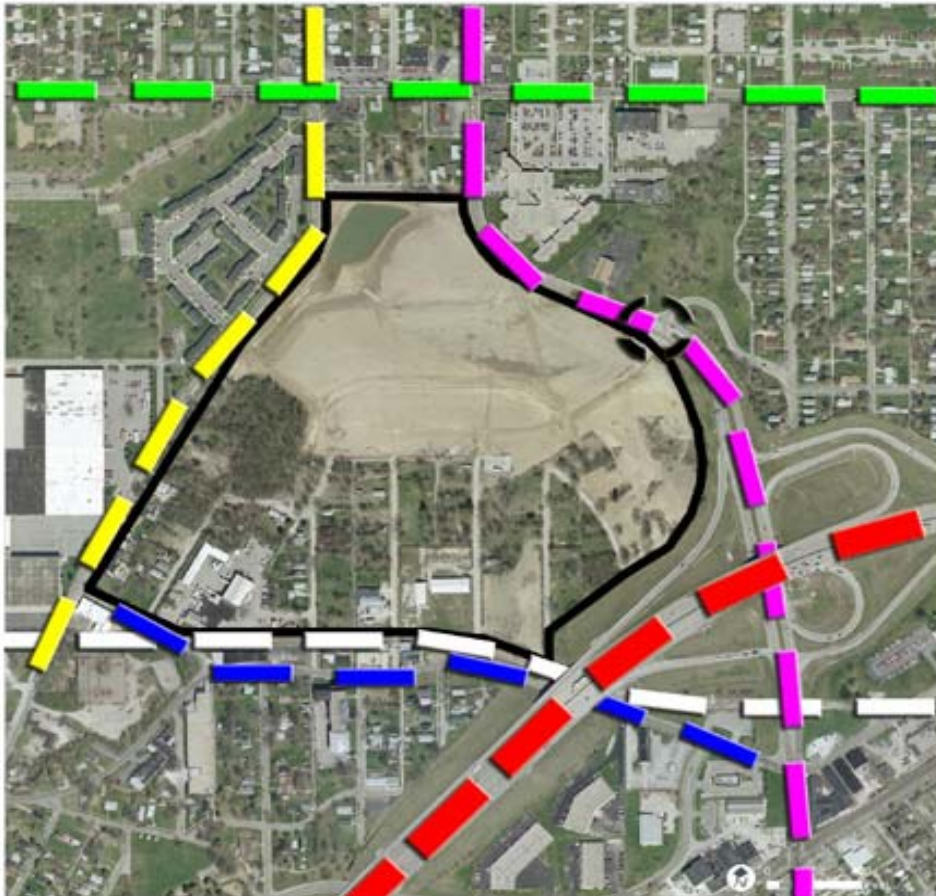
- Street lamps will be placed along the street at an interval so that there are no dark areas and will be lit throughout the night.
- All parking lots will be lit throughout the night.
- Along the trails in the landscape areas that are away from the street will be uplit by lights recessed into the ground.
- An eight foot wide walking jogging trail will be easily accessible from all buildings and will connect to the sidewalks running through the surrounding communities. In the corporate park a ten foot buffer will be placed along the sidewalk to separate it from the road and create a more pedestrian friendly pathway.
- Runoff from the site will be eliminated. Any water that does not percolate back into the ground through the forms of sustainable development used on the site will be detained in on-site ponds.
- As the city of Indianapolis increases its' use of railroad throughout the state, more shipments will be sent and received by railroad, hence the shipping and receiving hub placed on site to serve the industrial companies in the corporate park.
- Open green spaces will placed throughout the park to provide aesthetically pleasing views, and create areas where workers can go to talk and escape the stress of the work place.
- Commercial developments that will be used primarily by the surrounding community, such as restaurants and retail stores, will be placed towards the exterior of the park.
- Parking lots are placed at each building rather than community parking lots to minimize the amount of time spent walking from to the buildings from the parking lots.



## Site Context:

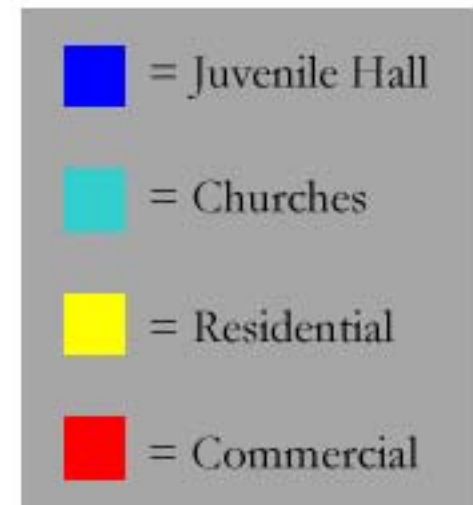
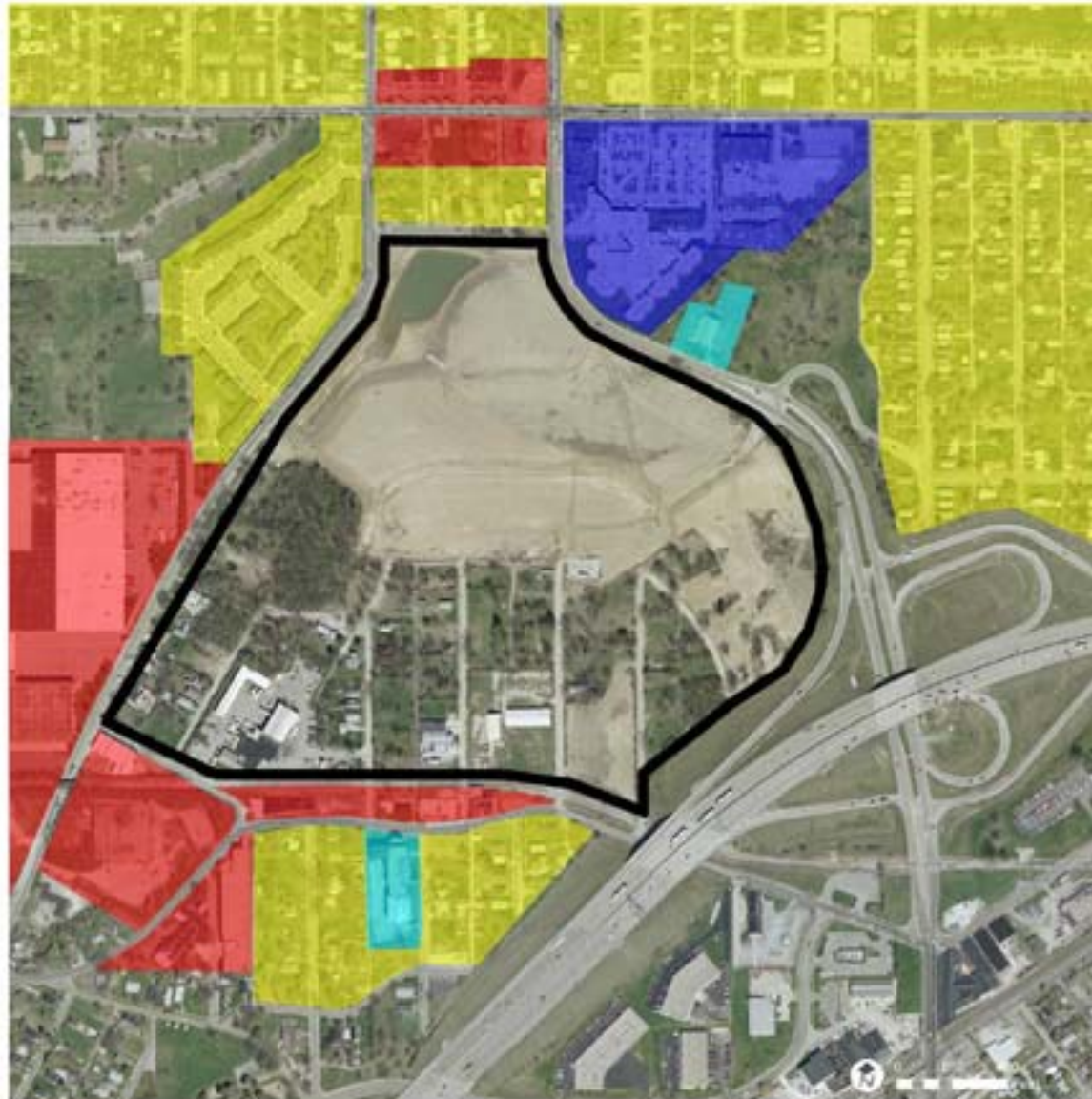
Shown on the following map are the streets which surround Enterprise Park. I-70 is obviously the primary road, secondly is Keystone Avenue, which is a four lane road, the next most traveled road is 25<sup>th</sup> Street, then Hillside Avenue, and the least traveled road adjacent to the site is Darwin Street. Darwin serves mainly as a through street to the residential community and will probably be used the least by those entering the park because it is cut off from the site by the railroad.

### *Automobile Circulation:*



	= I -70
	= Keystone Avenue
	= 25th Street
	= Hillside Avenue
	= Darwin Street
	= Railroad

*Land-Use Map:*



*Site Pictures:*



1. This pictures was taken from inside the park. Shown here is the intersection at Keystone Avenue from where cars can currently enter the park.

2. Looking the opposite way from the picture above one can see that the site is currently barren, having only a couple of buildings in the park.







3. Shown here is the residential development directly east of the park. As one can see the sidewalks are torn up and there is almost no landscaping around the houses. Many of these houses south of 25th Street seem to be degrading and in need of repair.

4. These houses found in Oxford Terrace Development just north of 25th Street are obviously much newer and cleaner. I believe that this shows how the area is slowly improving and cleaning up the community.





5. This small development is located directly north of my site on 25th street. The strip mall is only two blocks long and contains stores that provide some basic amenities for the surrounding residents.

6. New Bridge apartments are to the northwest of Keystone Park. These apartments appear to be in pretty good shape and need to be taken into consideration when designing the park, because I want them to have nice views into the park, and not just staring at the back of a building.



## **Site Context: What's on site?**

Currently, there are four developed lots in Enterprise Park, Commercial Food Systems, Mid-States Chemical Supply, Tri-State Bearing, and Thompson's Piping. All of these companies will remain on site. Commercial Food Systems and Tri-State Bearing are the newest additions to the park, coming here within the last two years. Mid-States Chemical Supply holds the largest lot at about four and a half acres. They are considering expanding, but this was not something that I showed in my design proposal.

One oval street provides vehicular circulation throughout the site. A single entrance/exit onto Keystone is provided on the east side of the park. This road design is most definitely something that needs to be changed, having a single road that has only one exit would result in chaos when companies close at the end of the day and workers are trying to leave the park.

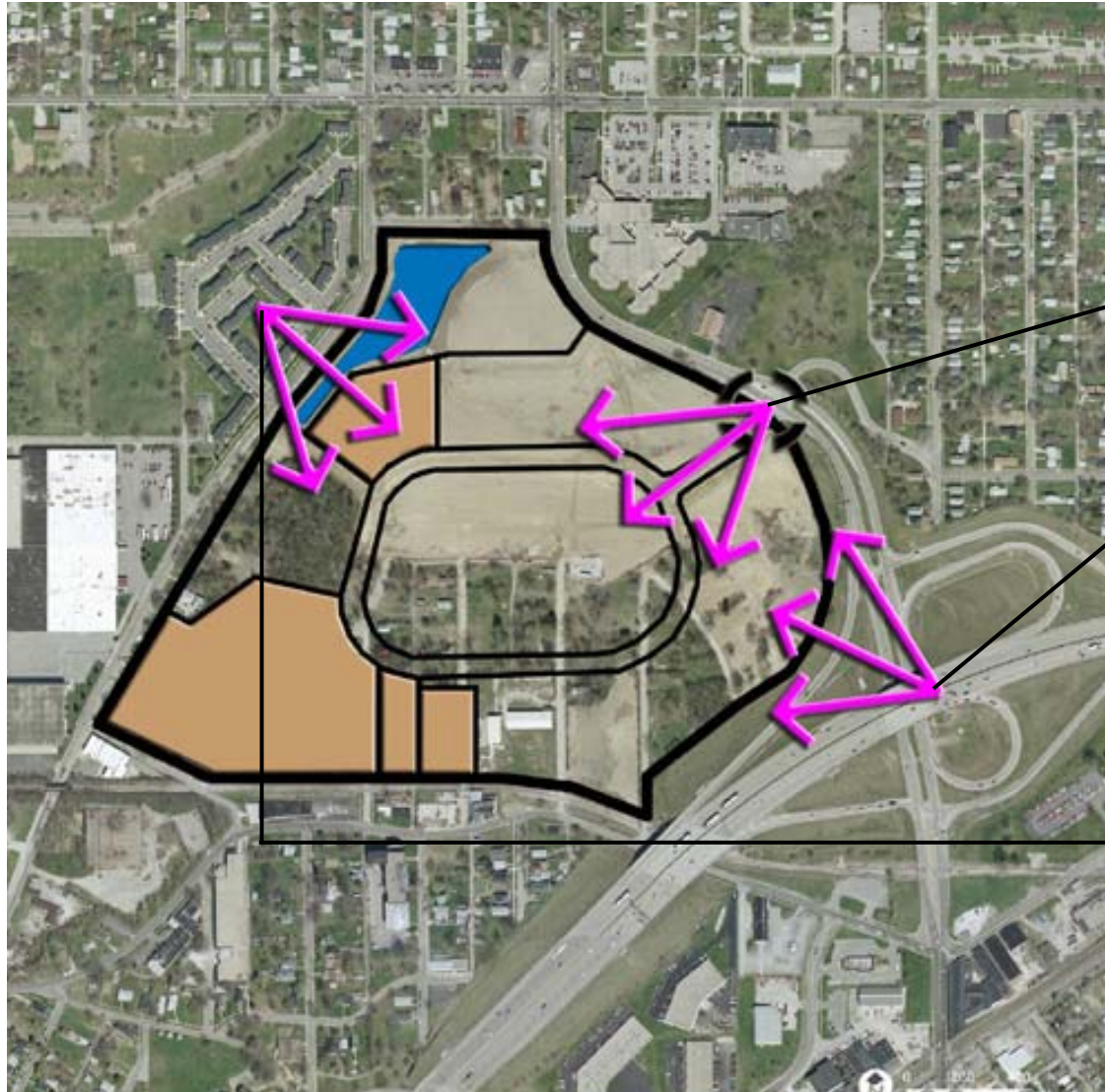
The only existing vegetation on the site is a single tree line along southeast border of the park property. Although it is somewhat sparse, it will serve as somewhat of a buffer from the noise of the traffic on Keystone. On the north side of Enterprise Park there is a ten acre open area containing a drainage pond and serves as a community open space for the park. There are no trees in the area, it is simply covered with turf. On the following page is a graphic representation of this information.





## Site Analysis: Views

### *Views Into The Park:*



One of the most important design qualities for a corporate park is how the site is marketed.

Keeping this in mind, I analyzed the site looking for the best possible views into the park. I came up with three areas from which the park would need to provide visually interesting sights.

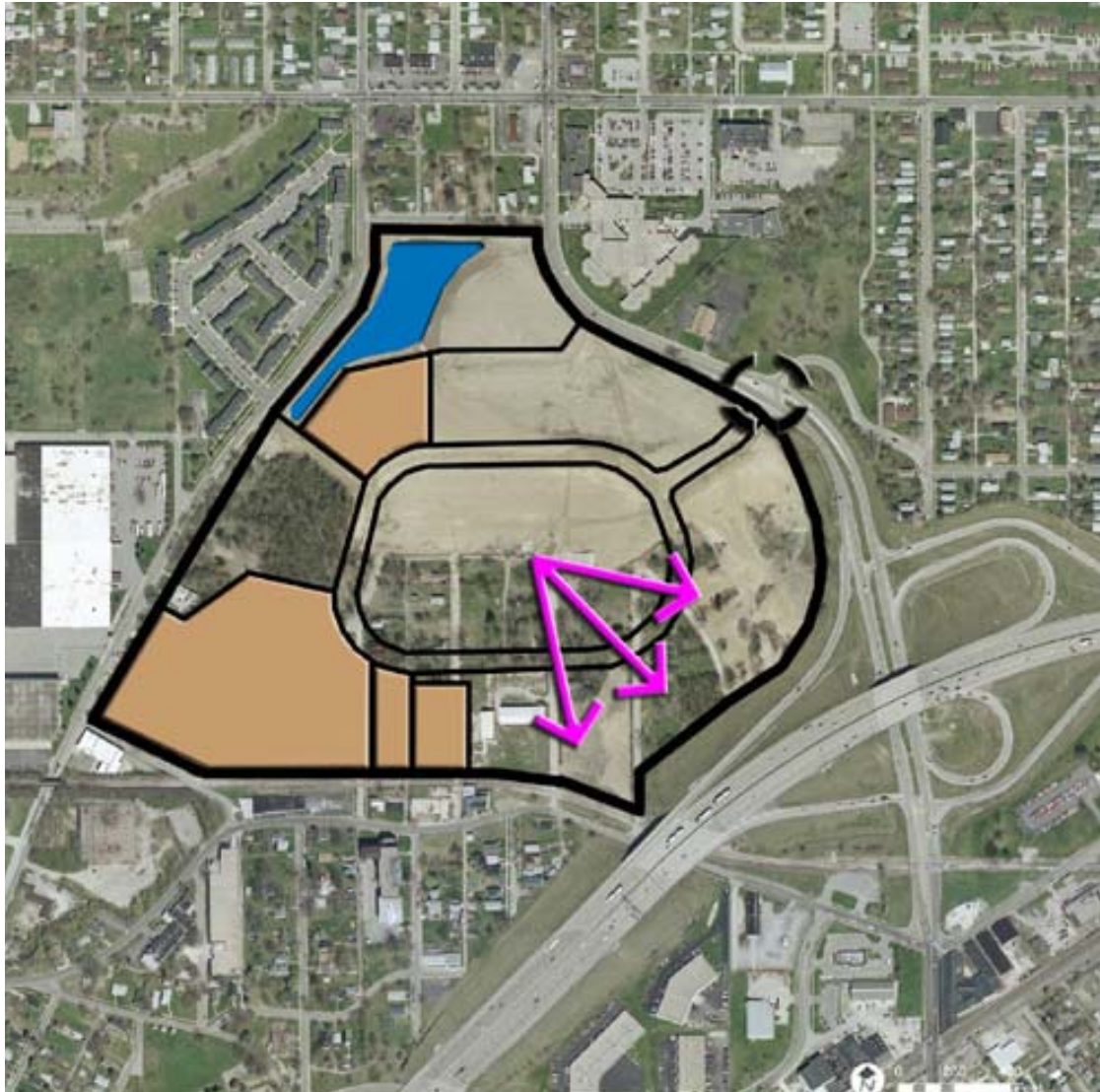
1. Directly into the park from the Keystone entrance. This is the primary entrance to the park, and here is where possible users of the site will get their first impression.

2. Cars driving along I-70 will be able to experience an unique bird's eye view of the park. This elevated site line provides the opportunity to grab a large number of people as they drive to the downtown or Indianapolis Airport. I want to use some design feature to create a sense of placemaking and identity for the park that grabs the attention of those driving along the highway.

3. Lastly, is the view from the New Bridge Apartments. I want to provide the people living here with a pleasing of a landscaped area, not the back of a building. I don't want the park to turn its back on the people of the community.

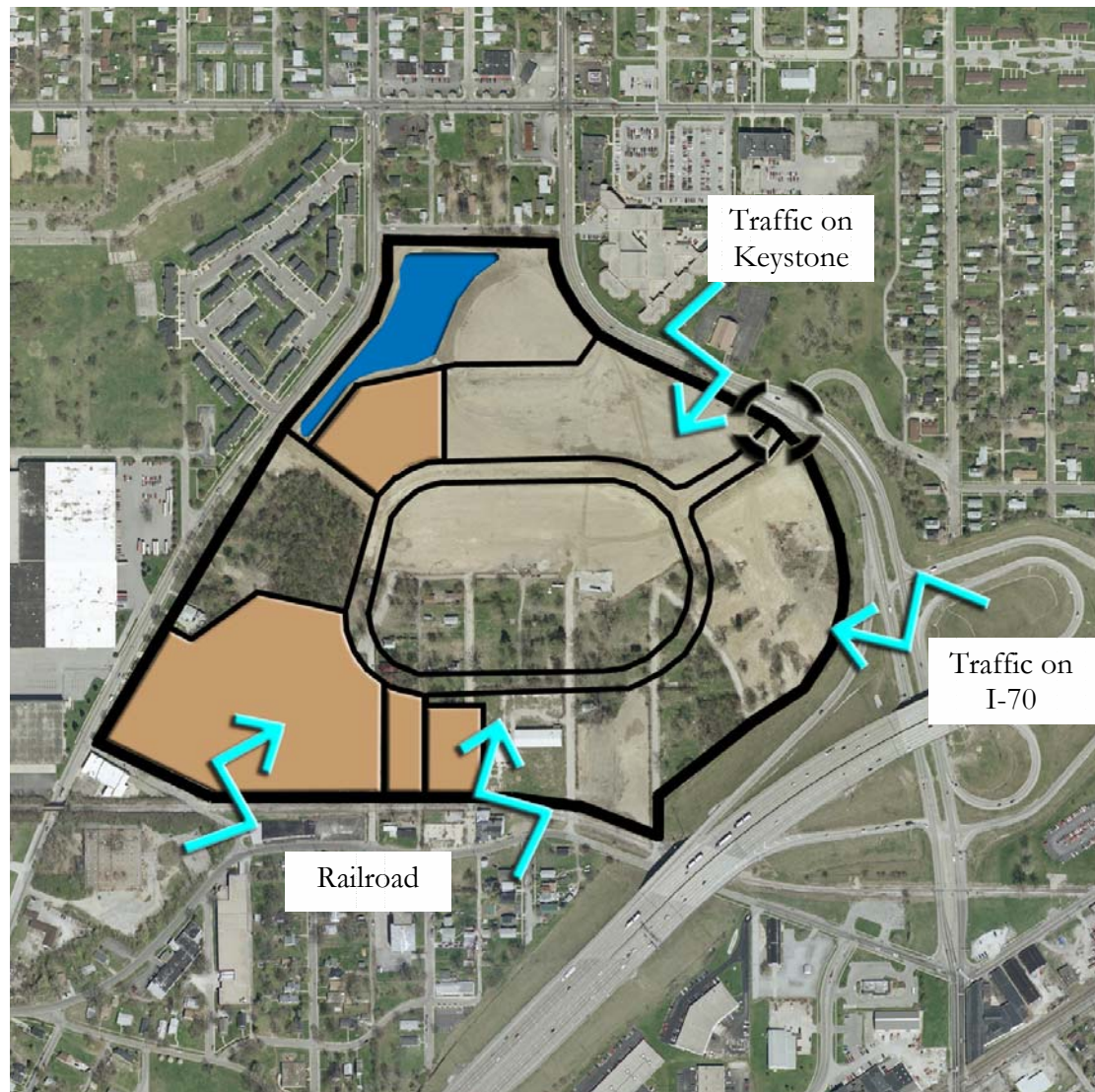


### *Views Out of The Park:*



There is only one direction in which there seemed any possibility of creating views out of the park, and that is to the southeast. In this direction one can see the Indianapolis skyline, the grassy area by the interstate, and the tree line along the property line. These views are not much to work with and will probably end up being mostly blocked by buildings but they could serve more as a background for sightlines that pass through the openings between buildings and trees.

## Site Analysis: Noise Pollution



The most constant source of noise pollution around the park comes from automobile traffic. Primarily the cars on Keystone Avenue. Interstate 70 carries a much higher rate of traffic, but it is elevated above the park. As a result of being at a higher level most of the noise from the highway can't be heard when in the park. Keystone is at just a little lower elevation allowing noise from the cars to easily enter the park. Of course most of this noise can be dealt with by using berms and plantings along the street.

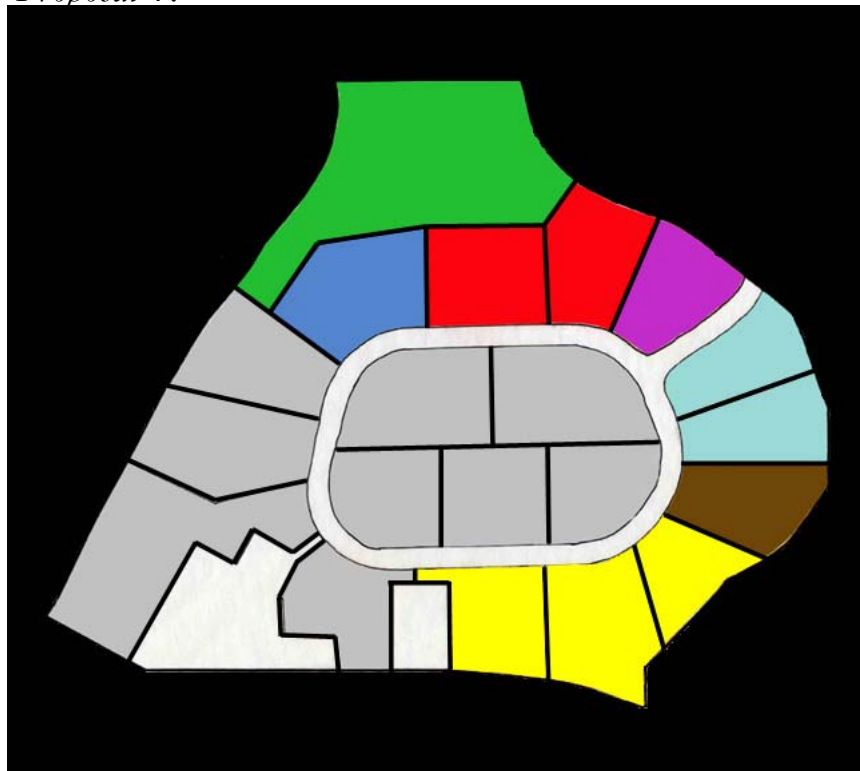
Along the south border of the park is the railroad. This is the most intrusive form of noise pollution to be dealt with. Berms and plantings can be used to soften the noise, but to totally eliminate the sounds of trains driving by is virtually impossible. Along the with the vegetated berms I will also place the buildings so that they serve as buffers to the noise of passing trains.









## Design Process:

Upon reaching the design phase of this project the first step I took was to find previous land use concepts of this park, and use them as a spring board for my final design. The two following diagrams are land uses prepared by The Schneider Corporation in 2001. These are purely conceptual, but seeing these diagrams helped my thought process about how the site as has changed over time, and what the advantages and disadvantages are of each concept.

### *Proposal 1:*



- |  |   |
|--|---|
|  = Landscape Area With Pond |  = Restaurants |
|  = Medical Technologies     |  = Retail      |
|  = Light Industry           |  = Hotel       |



As you can see, in this development the primary focus is the development of industry throughout the park. This concept focuses too much on populating the site and not on serving the surrounding community, which is the purpose of this development.

#### *Land - Use Breakdown:*

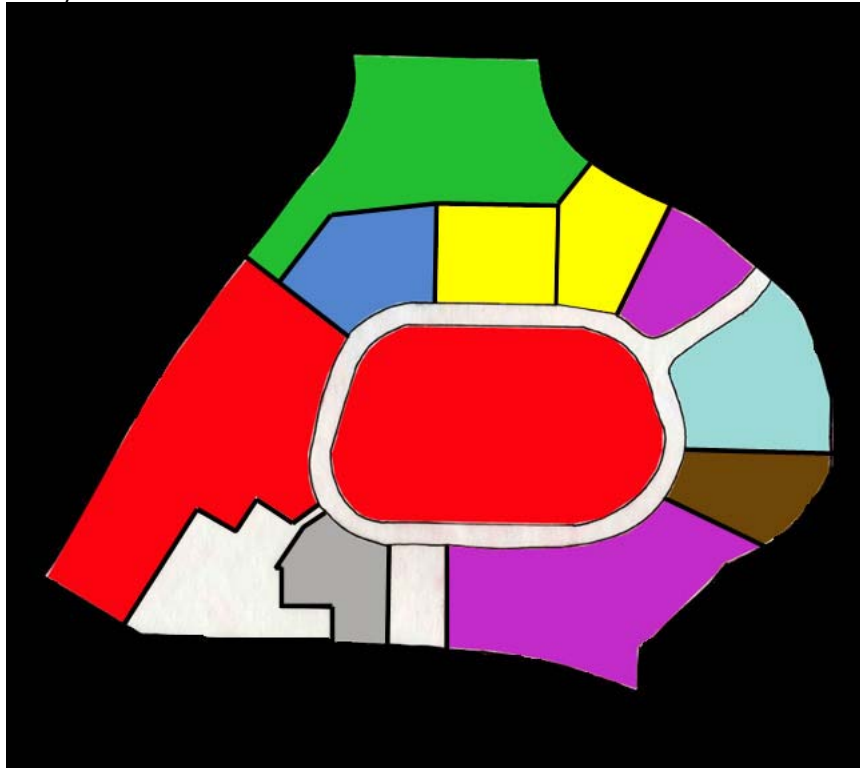
##### Total of 19 proposed lots:

- 1 Medical lot
- 2 Light Industry lots
- 2 Office lots
- 1 Restaurant lot
- 2 Retail lots
- 1 Hotel lot
- 10 Industry lots

Designing in this manner will not instill a sense of pride in the community, they will simply view it as a necessity to making money. This lack of quality in this concept development does not create a sense of pride, serve the community, or offer amenities for the surrounding residence.

- |  |
|--|
|  = Offices  |
|  = Industry |

### Proposal 2:



- |   |   |
|---|---|
| <span style="color: green;">■</span> = Landscape Area With Pond | <span style="color: purple;">■</span> = Restaurants |
| <span style="color: blue;">■</span> = Medical Technologies      | <span style="color: cyan;">■</span> = Retail        |
| <span style="color: red;">■</span> = Light Industry             | <span style="color: brown;">■</span> = Hotel        |

This second concept has a more diversified land use systems and better serves the community by providing a wide variety of services. As you can see there is still a large number of light Industry lots, but now there is only a single lot located on the south side of the park designated for heavy industry. Also, there is an increase in proposed restaurant lots, which the surrounding residence would be able tot take advantage of, and also provide jobs for junior high and high school kids in the area.

#### *Land - Use Breakdown:*

Total of approximately 13-16 lots:

- 1 Medical lot
- 2-4 Light Industry lots
- 2-3 Restaurant lots
- 1-2 Retail lots
- 1 Hotel lot
- 2 Office lots
- 1 Industry lot

It is difficult to know the exact number of lots proposed because of the lack of detailed lot lines in this concept.

- |   |
|---|
| <span style="color: yellow;">■</span> = Offices |
| <span style="color: grey;">■</span> = Industry  |

## **Concepts:**

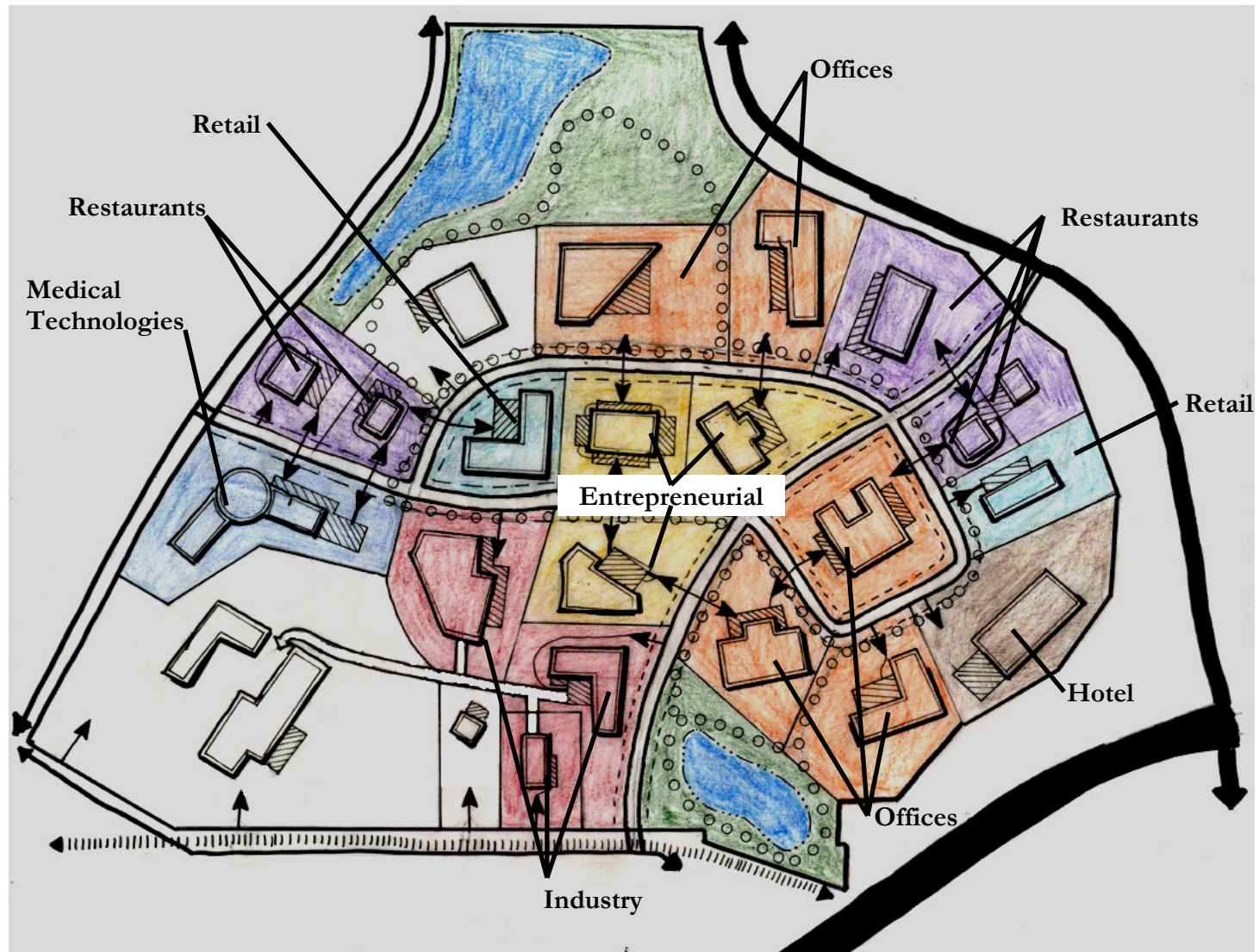
After looking at these concepts and thinking of what businesses would receive the heaviest amount of traffic I began to lay out some concepts. One goal I wanted to be sure and keep in mind was to reduce the amount of automobile traffic in the interior of Enterprise Park. To achieve this goal, I decided to place the restaurants and retail stores towards the exterior of the park, in doing this all “in and out” traffic that would not be spending any real time in the park would be close to exits and not clog up the interior of the park where companies are trying to conduct their business. Also, I wanted to place the office buildings close to open, green spaces to provide them will psychologically calming, aesthetically pleasing views. The reason offices receive these lots by green spaces is because industrial buildings usually have very few windows, retail and restaurant companies do not deal with the same level of stress that office employees do, and the offices need to be placed in a setting that attracts possible employees to the grounds since they are probably not going to receive the impulse clientele that retail and restaurants will.

Most of the office buildings would be designed in a modular style, meaning that it would be easy to expand them as the businesses grow and become more successful. This plays into the supporting of small entrepreneurial businessmen. The other buildings in the park would be built in a standard fashion common in today’s corporate world.

The hotel onsite would be a simple limited service hotel. The purpose of placing this near the I-70, Keystone interchange is so that it can be seen from the interstate and better market itself to businessmen traveling late at night. Also, companies in the park would be able to bring in managerial personnel and be able to provide them with a place to sleep. Industrial buildings are kept to the southern side of the site so that they can have access to the railroad. When talking to Mr. Beaubien at the Indy CAP center in Indianapolis he mentioned that Indiana is wanting to use more railroad, and decrease the number of traffic on the streets. By placing a shipping and receiving hub by the railroad, and providing an access road to the industrial buildings that will be receiving regular shipments the need for semis driving through the park and delivering materials will be greatly reduced. The medical technologies building is arbitrarily placed in the park. I kept the medical building in the park for several reasons. First, it will provide medical services to the residence, and bring more financial stability to the community. It will also bring in employees of a higher social class and help breath new life into the area. Lastly, medical students from IUPUI needing to work in a medical field can come here to work, and bring in a younger generation of people ready and willing to work

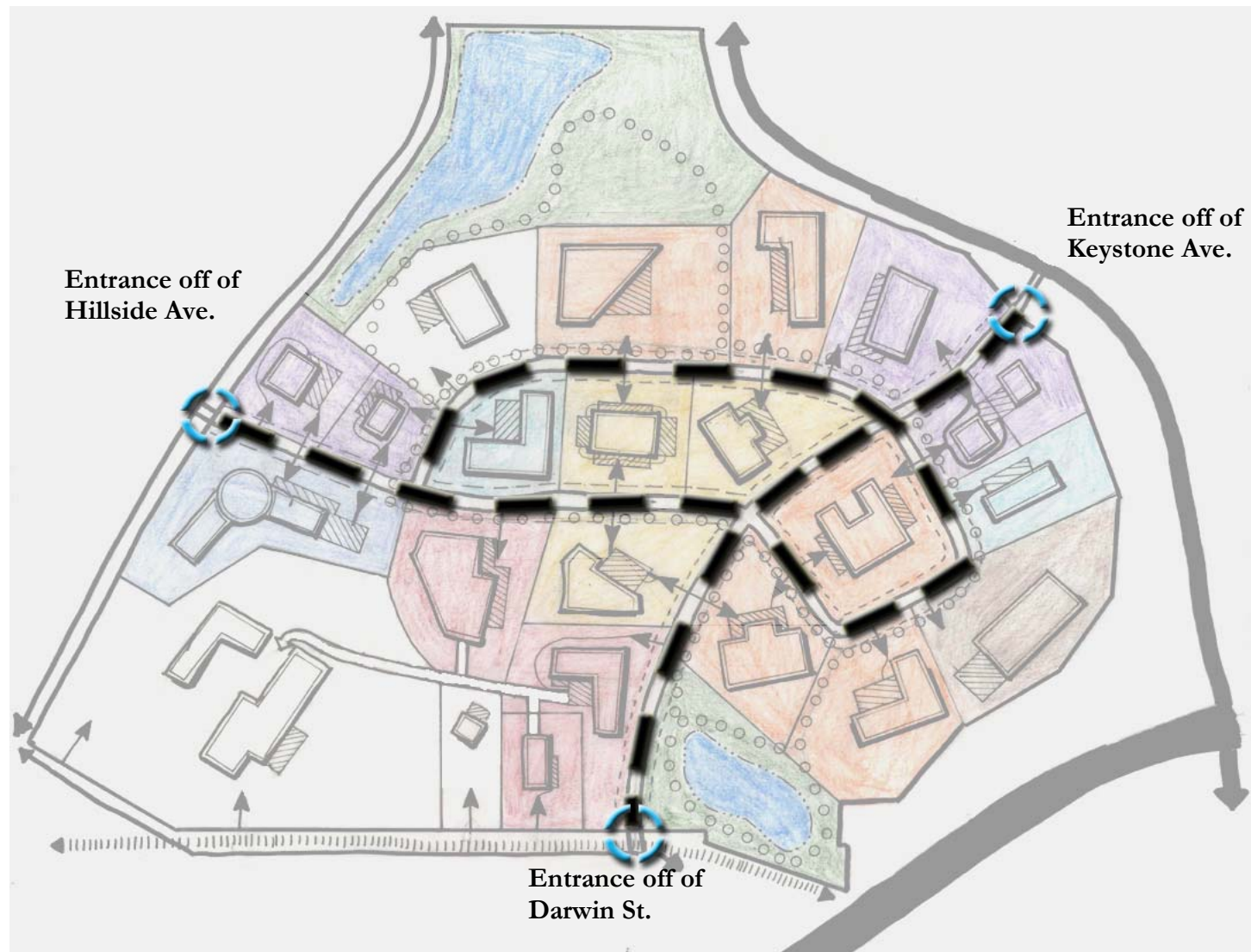
and become an active part of the community. When looking at the following concepts you will see that these “land - use Guidelines” are followed pretty closely. The brief descriptions with the concepts will reveal any reasons for the variation between the two concepts and explain the reasoning behind by thinking.

## Concept 1: Exterior Views - Land Uses





## Concept 1: Exterior Views - Automobile Circulation



A simple road system is used to pass through the park, with a loop system through the interior of the park.



## Concept 1: Exterior Views - Pedestrian Circulation



The pathway throughout the park follows the street, except for where it veers off into the park spaces.

## Concept 1: Exterior Views



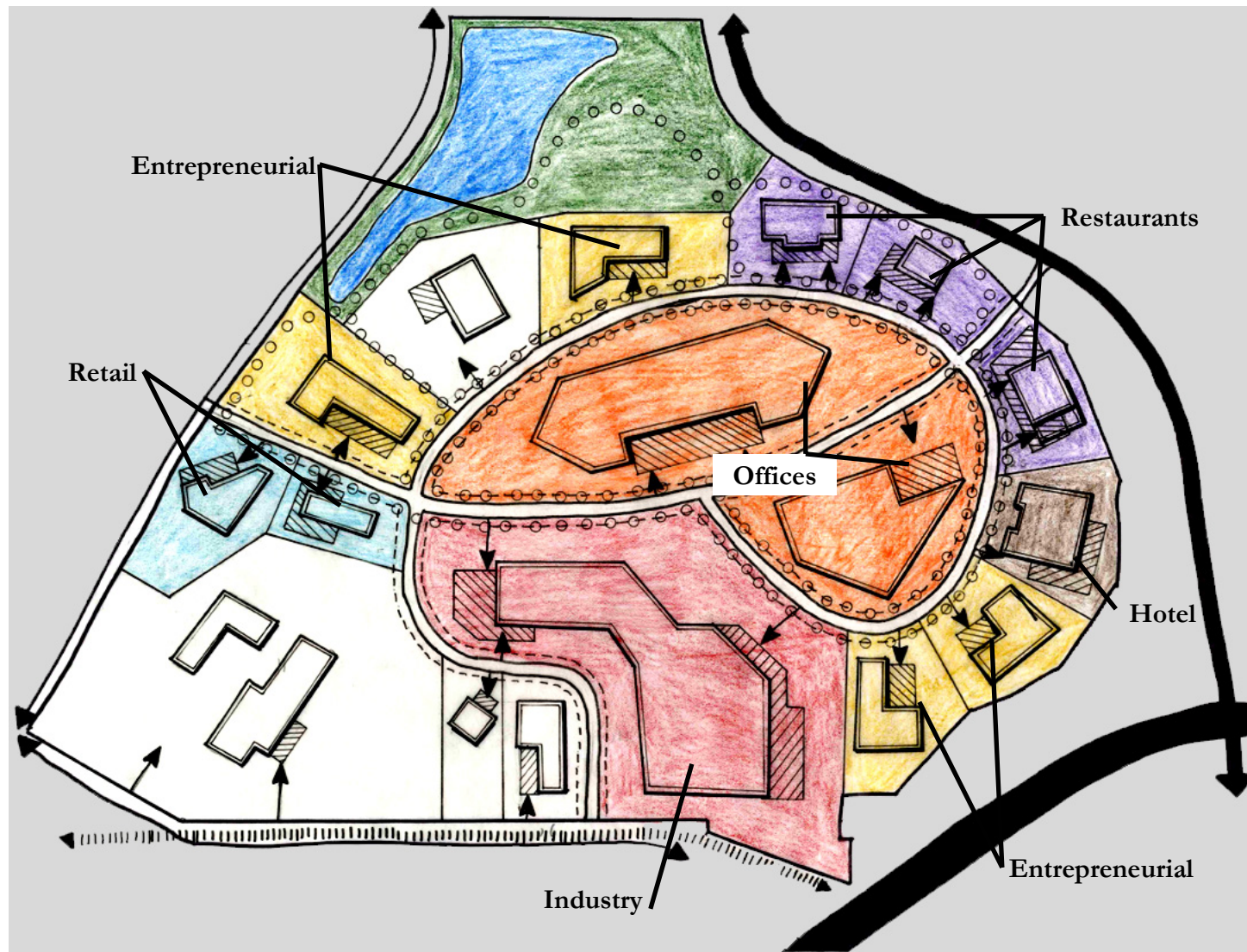
The reason this first concept is referred to as *Exterior Views* is because of the manner in which the open spaces are placed. As shown in this graphic, the landscaped grounds are placed towards the exterior of the park and are viewed primarily only by those buildings on the outside of the park, and by those passing by on the roads. Doing this creates a soft edge for the surrounding community to see, rather than the backs of buildings. Also, putting them towards the exterior encourages employees within the park to go for a walk to enjoy the spaces provided, in turn encouraging physical activity and social interaction among co-workers.

You will also notice that with the neighborhood service stores, restaurants and retail, located at either end of the park, are within walking distance of the residential areas which surround Enterprise Park. In doing this people will not have to drive to this area but can take a nice walk through their community and get to know their neighbors along the way.

This concept provides a total of 20 new lots:

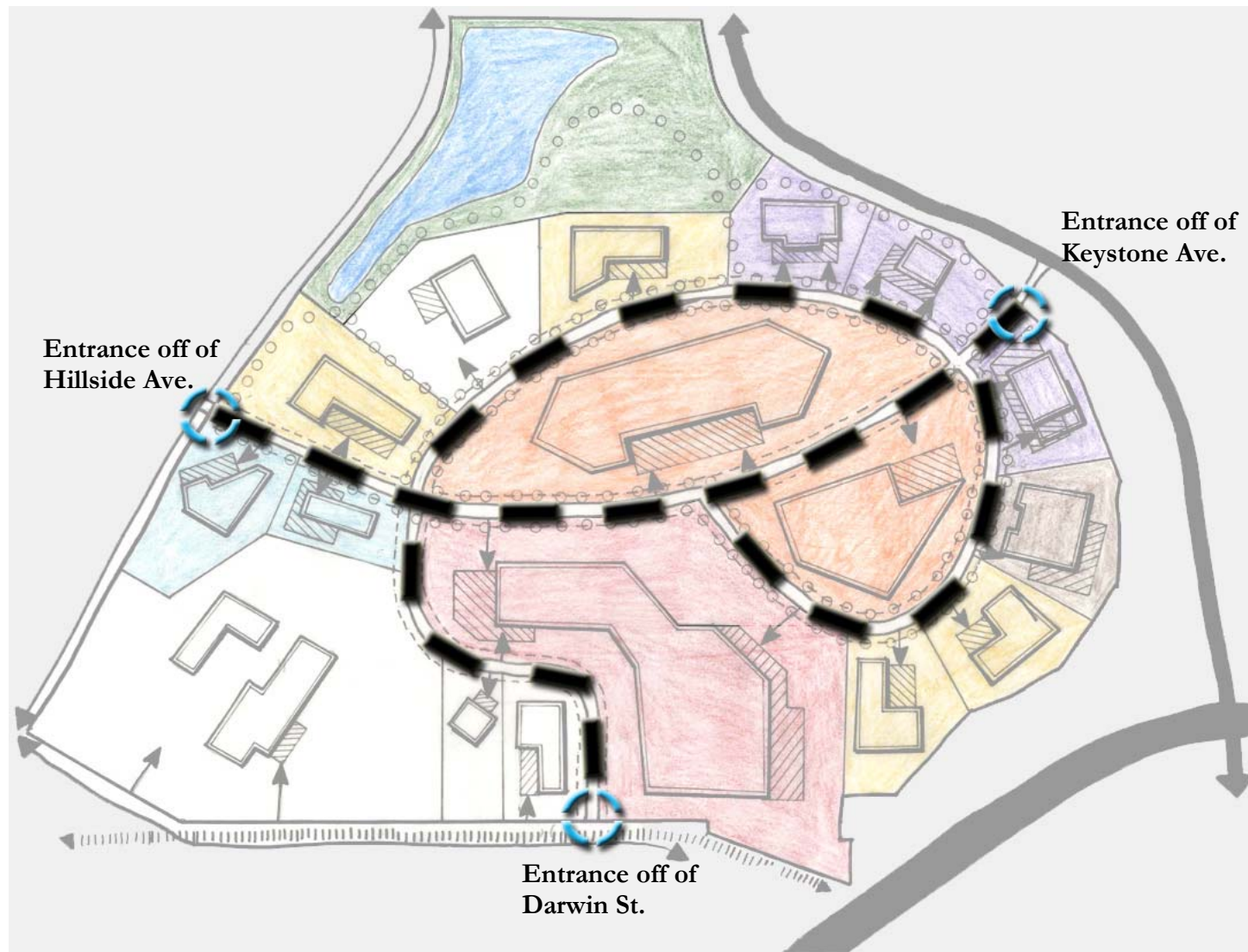
- 3 Industry / Light Industry lots
- 5 Restaurant lots
- 2 Retail lots
- 1 Hotel lot
- 5 Office lots
- 1 Medical Technologies lot
- 3 Entrepreneurial lots

## Concept 2: Interior Views - Land Uses





## Concept 2: Interior Views - Automobile Circulation



This road system has somewhat shorter viewsheds than the previous concept, and has a double loop system in the interior of the park.



## Concept 2: Interior Views - Pedestrian Circulation



This pathway system also follows the primary road through the park, and deviates from it only to walk through the open landscape area on the north side of the site.

## Concept 2: Interior Views



As one may guess with the title of this concept being *Interior Views* the open landscapes are moved to the interior of the park. However, they are not such large park-like landscapes as the first concept contained, rather they are areas around buildings that connect the buildings to their surrounding environment creating a more naturalistic feel throughout the park. By placing these “viewing” areas in the center of the park it encourages outsiders to walk through the park and see what all it has to offer.

One major difference in this design concept is the placement of the retail and restaurant stores, which will be used primarily by the people of the community. In this concept I placed them at opposite ends of the park in order to pull possible customers through the entire site, and helping the residence take part in this new development in their community. By making them walk the site, and experience the landscape, I will instill a sense of pride in them of what their community has become, and give them a vision of what they could provide for future generations.

The last feature I wish to mention is the use of larger buildings

and lot sizes. This is to allow for easy expansion within the site. The modular structures will be able to be rented out in small sections to keep rent down, and can house a variety of companies.

This concept provides a total of 14 new lots:

- 1 Industry / Light Industry lots
- 4 Restaurant lots
- 2 Retail lots
- 1 Hotel lot
- 2 Office lots
- 4 Entrepreneurial lots

## Proposed Master Plan - Keystone Enterprise Park



The majority of these grasses are planted on berms to buffer outside noises, create various viewsheds throughout the park.



In designing this Enterprise Park I wanted to be sure and create a sense of placemaking to give the site and community an identity, and attract more companies here. Large shade trees, which are not usually found in such a heavily developed urban developments give Enterprise Park a sense of individuality, and bring a new, contemporary look. A majority of these shade trees are planted in the open landscape areas around the retention ponds. Using larger trees in the open areas helps bring down the scale of the space, and not make it feel like one is walking out in the middle of some vast, expansive meadow, cut off from the rest of the park. The trees along the street are smaller, and serve a somewhat different purpose.

Planting trees along the streets helps create a more personal scale, and also has the feeling of driving through a housing development, rather than a commercialized park. Placing these trees at fifty feet on center, they are close enough to break up the sight-lines but still allow for drivers, and walking pedestrians to experience the a filtered view through the trees.

On the berms, and primarily along the exterior of the park are some evergreens, to help buffer out sound pollution and create a visual height difference from the grasses around them. Also by using the evergreens among the grasses on the berms provides year round color with the dark green trees against the brown grasses waiving gently in the winter winds.

Once again going back to the perception of safety in the sight, all trails, parking lots, and streets will remain lit throughout the night. Also, if you will notice there hardly any landscape beds around the parking lots, this way people walking to there car can easily see around them, and not have to worry about someone hiding behind a shrub waiting to mug them. As Enterprise Park makes more money there will eventually be a security team hired to patrol the grounds, and give people a stronger sense of security when they actually see guards patrolling.

When it came to placing the open landscape areas in the park, I combined the idea of both interior and exterior green spaces. There are three areas in the park, the original park space to the north, one centrally located, and the last one is located in the southwest corner of the site. Doing this allows the corporate park to have a soft exterior for the surrounding residents to see, and the interior space makes the park seem more open and spacious than it actually is. Planters at the entrances on Hillside and Keystone also help in softening the edge of the park, and creates that intimate feel of a small suburb rather than the expansion of the corporate world barging into the residential community.



## Land - Use Map:



■ = Landscape Areas

■ = Hotel

■ = Entrepreneurial

■ = Restaurants

■ = Medical Technologies

■ = Industry

■ = Retail

■ = Offices

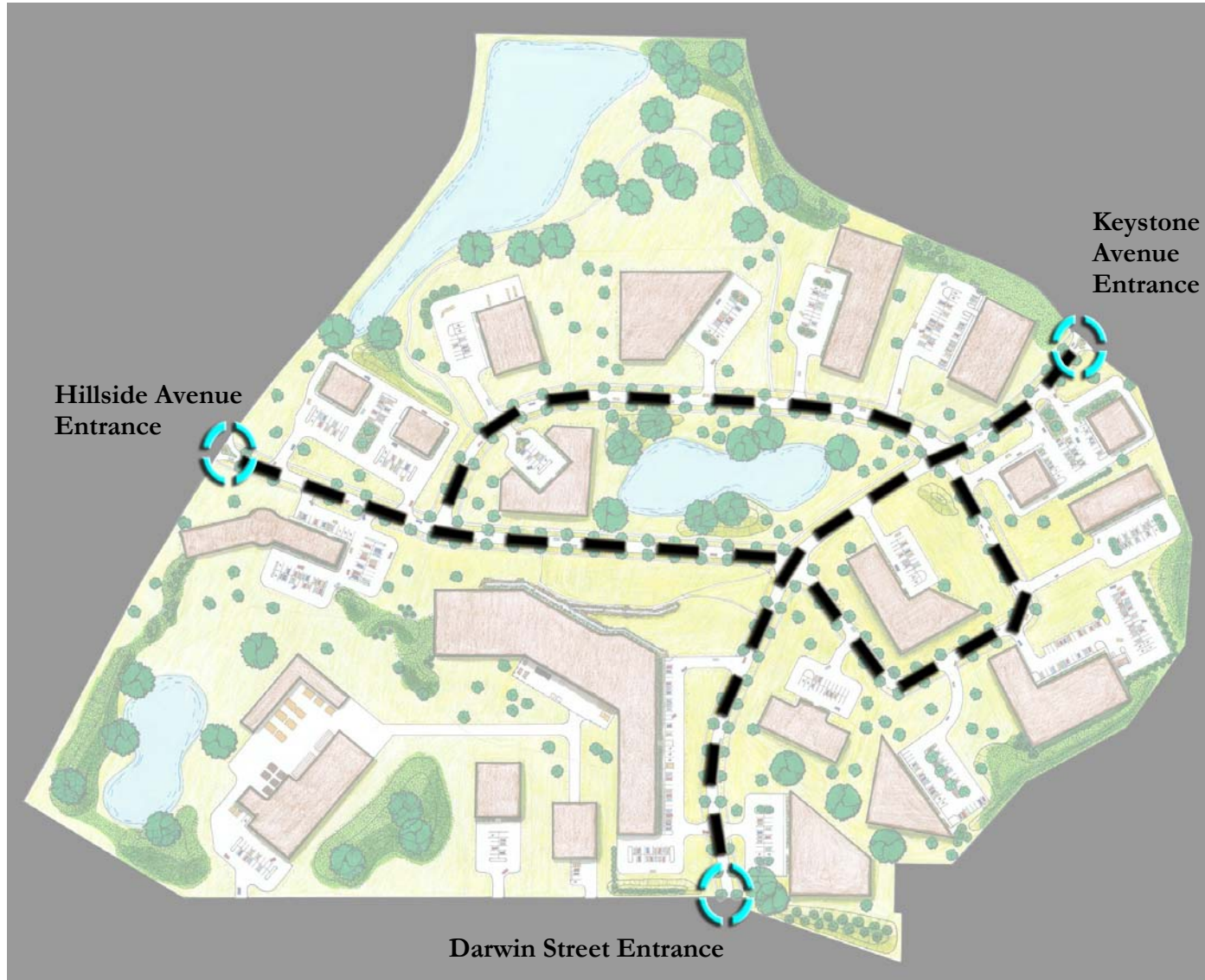
## Land - Use Breakdown:

Total of 16 new lots proposed:

- 5 Restaurant lots
- 2 Retail lots
- 1 Hotel lot
- 1 Medical Technologies lot
- 4 Office lots
- 2 Entrepreneurial lots
- 1 Industry lot

Including the lots already on site, there will be a total of 19 lots in Enterprise Park.

Automobile Circulation:



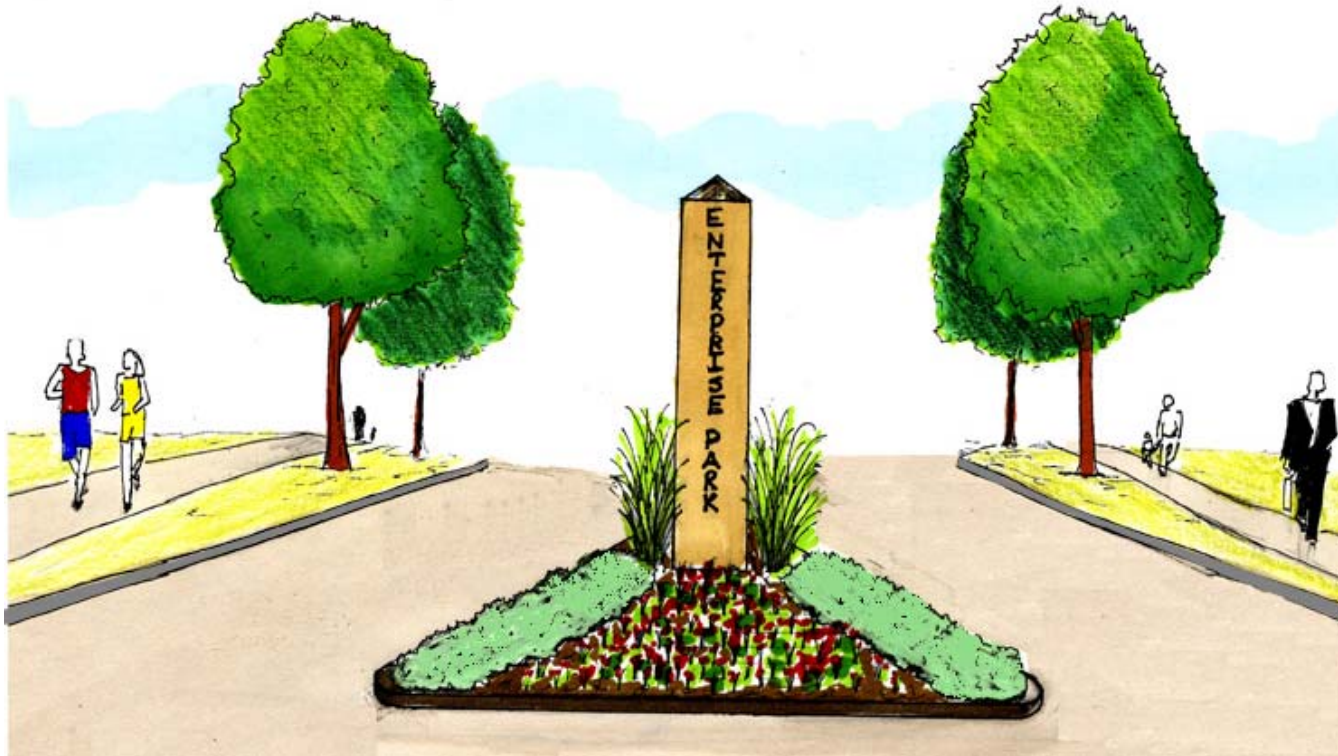


*Pedestrian Circulation:*



As with both of the previous concepts the sidewalk follows the roadway through the park, and diverts into the landscape area on the north side. Also, this sidewalk system goes all the way to the edge of the park so that it can tie into the sidewalks that run through the residential communities.

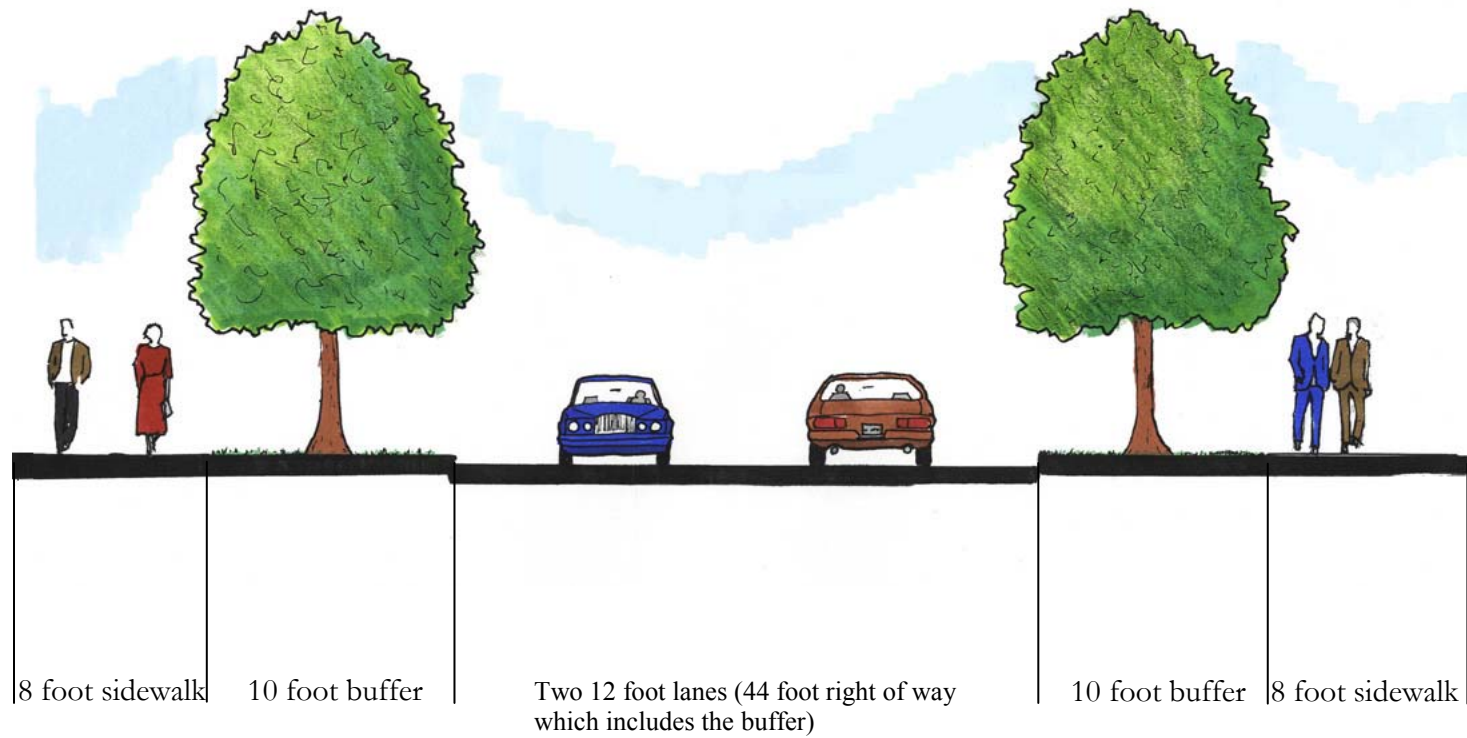
Entering Enterprise Park:



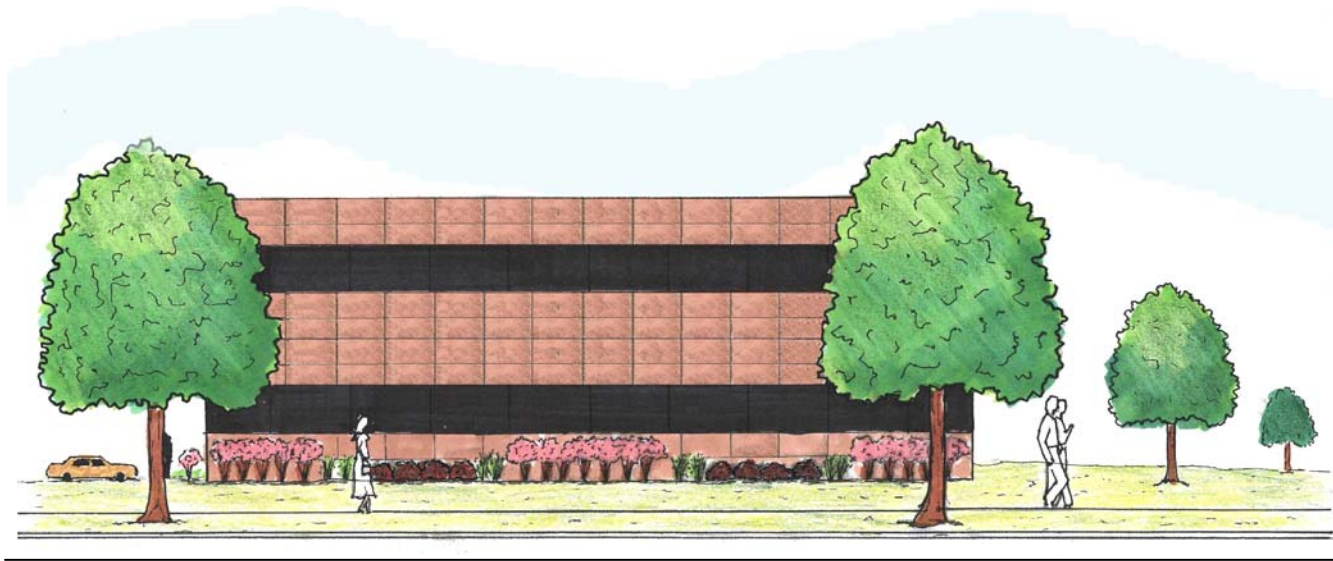
Upon entering Enterprise Park visitors are greeted by vegetated planters, tree lined streets, and the feeling of entering a successful commercial development, that gives the community a renewed perception of success and financial stability.



*Driving Through Enterprise Park:*



## Walking Through Enterprise Park:



Walking through the park one will encounter both the urban setting and the open prairie. As seen in the drawing to the left, buildings are landscaped along the street front to add a softer look to the building.

In this particular section the berms can be seen in the background and capture the eye with the variation in height. Watching the grasses on the berms blow in the wind while relaxing in the grass will provide workers in the park the kind of stress relieving environment they need.

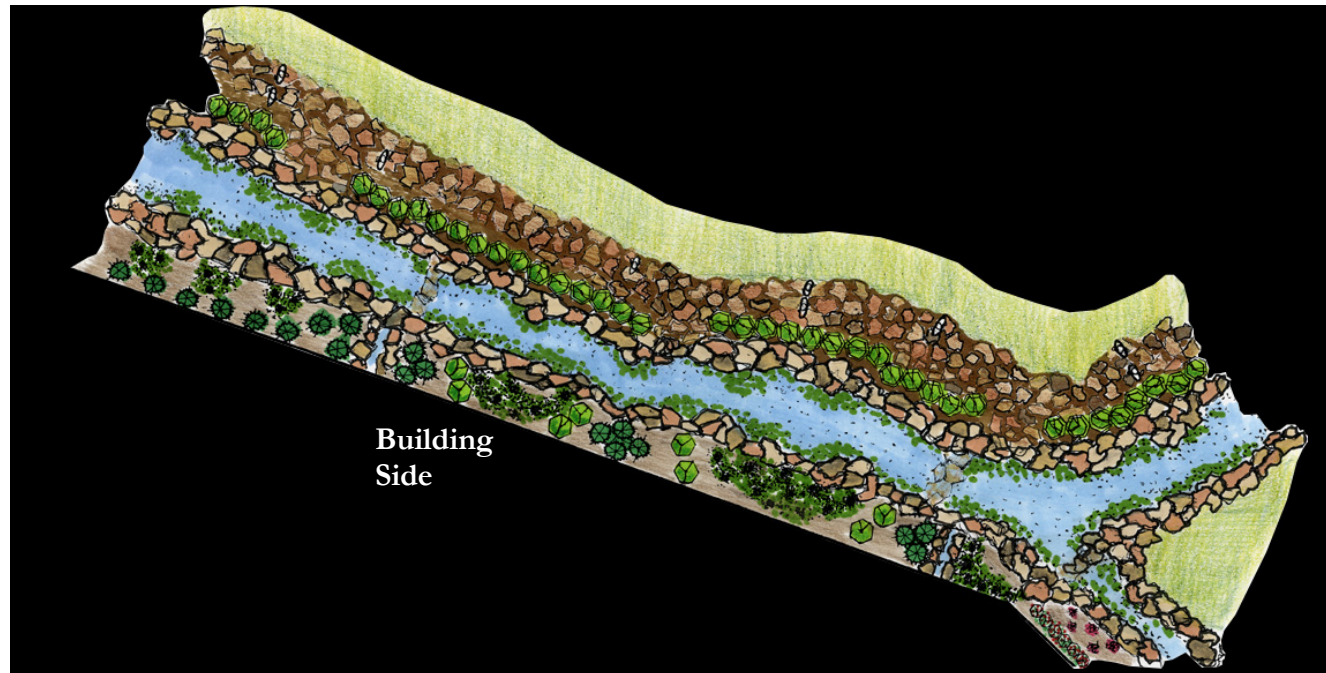


## Rainwater Garden:

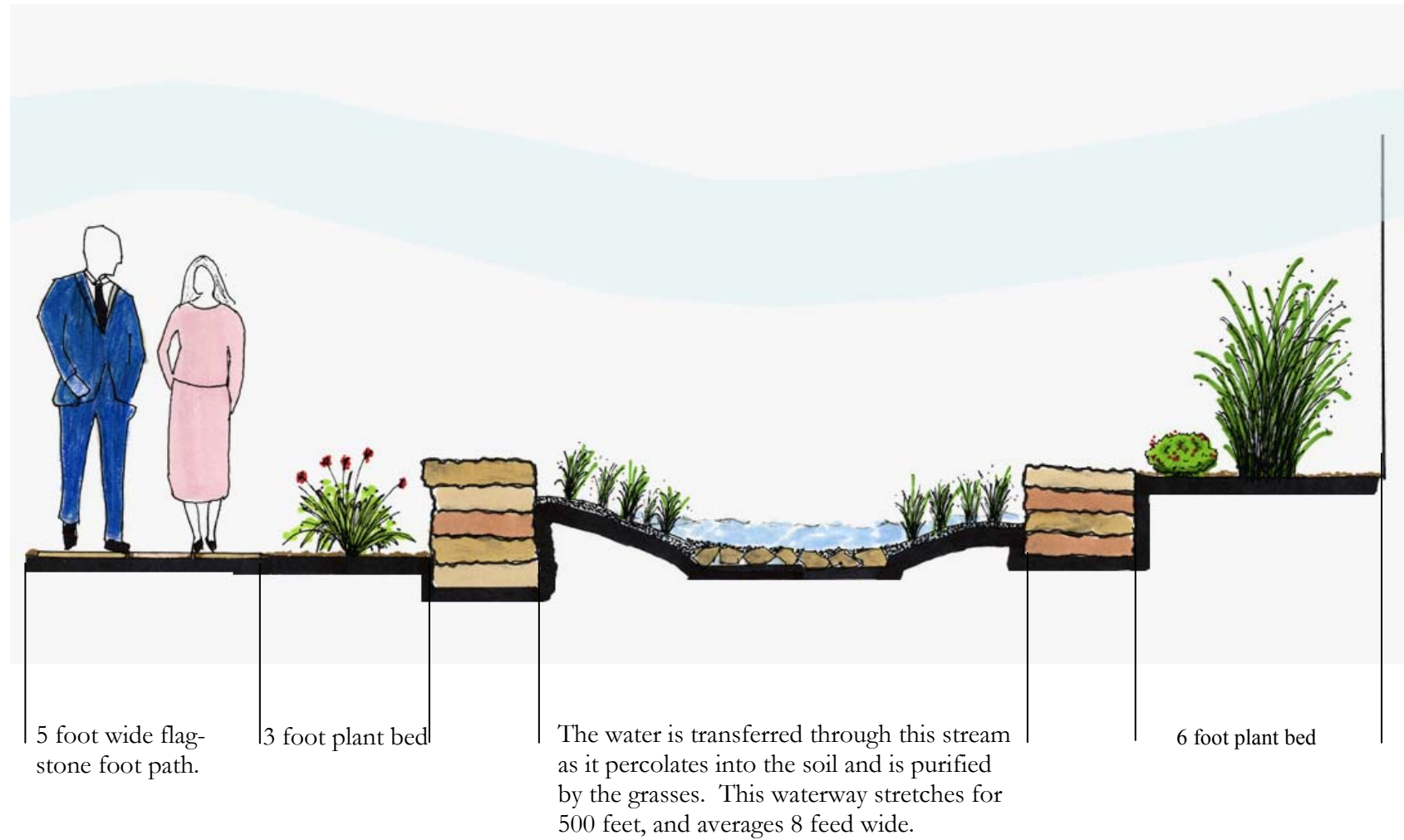


A rainwater garden is placed along the side of the large industrial building in the south side of the park. The reason it is placed by the industrial buildings is because the people working here are usually trapped indoor all day with no calming, or relaxing views or landscapes. By placing this close to the industrial land uses, workers don't have to travel far to experience a minute of freedom from their work stations.

The plan below shows how the planter creates a soft edge along the building, and serves as a background to the rainwater stream. Outside of the stone edge of the rainwater garden is a smaller planting bed that creates a soft edge for pedestrians walking along the garden pathway. The section on the following page shows how the various elements of this design feature work together to create one cohesive design.



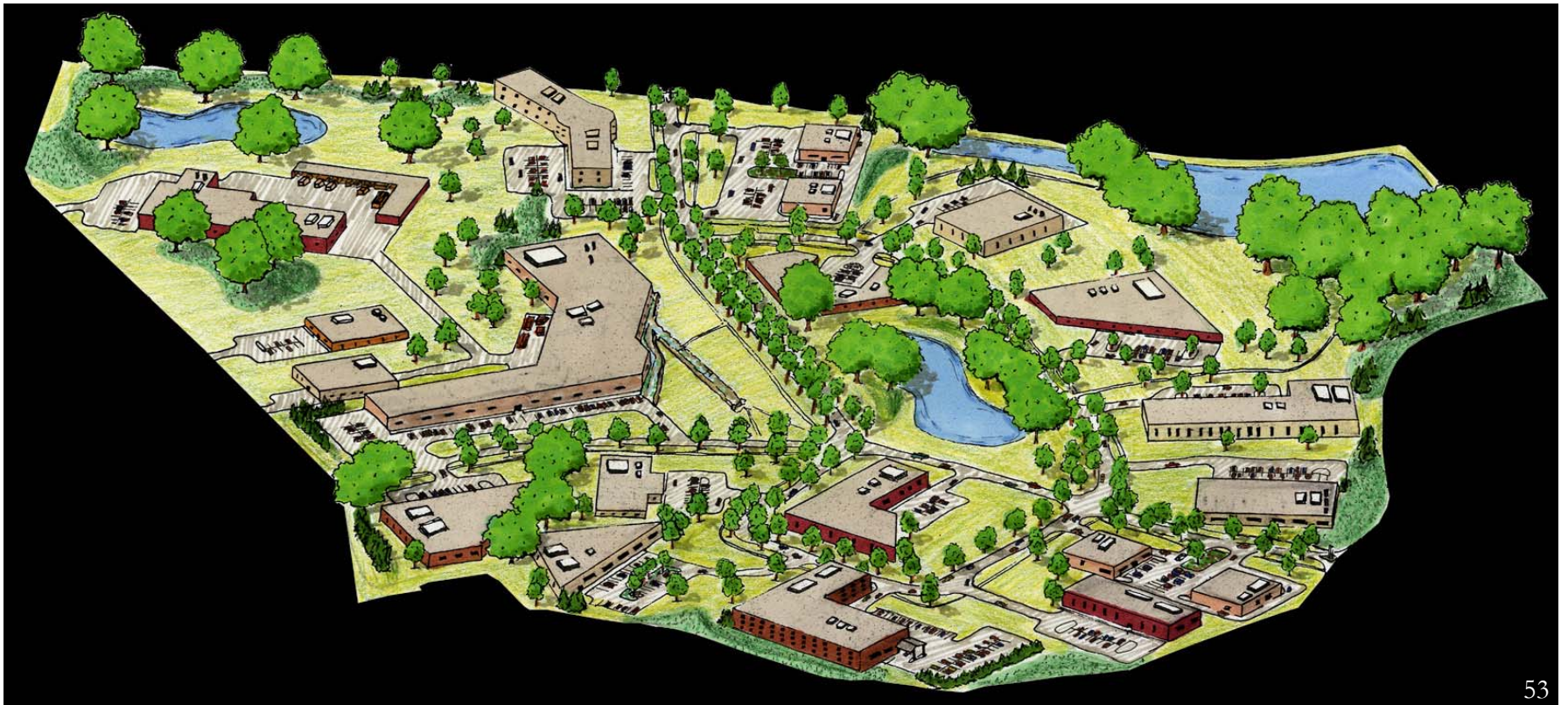
## Rainwater Garden:





### Marketing the Keystone Enterprise Park:

The primary marketing point for this park will be how it is viewed from the people driving along Interstate 70. In order to take full advantage of this opportunity I created a site line directly into the heart of the park from the interstate. In this one view possible clientele driving by will be captivated by the expanse of large landscape areas shaped by large canopy tree and ponds. This image will stick in their mind and create a sense of interest that will cause them to want to get into the park, and discover what all it has to offer. Not only will they see a thriving commercial development, a safe environment, where a community has come together and set an example of what a sustainable, psychologically calming, and aesthetically pleasing corporate park has the potential of becoming.



## **Conclusion:**

In closing I would like to thank you for taking the time to read this booklet and hope you have learned something from the work that I have put together. I have learned a great deal about the design process, and cannot believe that amount of work it takes to create a design that only reaches the level I have taken it too. I would like to thank Mr. John Goottee of the Urban Enterprise Association for the meeting I was able to have with him, and the ideas he shared about the park. He opened my eyes to the amount of vast amount of hard work and detail that goes into designing a corporate park. This man has a great vision for the community and this project, and I look forward to seeing where he is able to take Keystone Enterprise Park.

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All sources listed below contributed to the information contained in this booklet. They are cited in the book only when directly quoted.

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